

PRESS RELEASE

Kärcher pressure washer ranges Power Control Flex and Smart Control Flex impress with Plus equipment

More efficiency and comfort

Winnenden, January 2025 – Kärcher upgrades its pressure washer portfolio. Previous variants are being replaced with the introduction of new device versions in the Power Control and Smart Control ranges in the classes K 4, K 5 and K 7. The focus is on enhanced comfort during operation as well as a higher cleaning performance combined with the eco!Booster accessory. For this, the new devices combine proven Kärcher technologies with innovative solutions that make using the devices easier and more efficient.

New PremiumFlex hose for enhanced operating comfort

Selected models in the Power Control and Smart Control ranges will be equipped with a PremiumFlex high-pressure hose in the future. The high-pressure hose is characterised by its special flexibility. The flexible hose facilitates winding and unwinding. It can also be set down fully on the ground. This avoids tripping hazards and enables a larger cleaning radius. With the Premium versions, an additional hose reel facilitates neat and space-saving storage of the flexible high-pressure hose.

Efficiency and conservation of resources thanks to eco!Booster

The K 5 and K 7 Smart Control pressure washer versions with an eco!Booster set included in the scope of supply are also new to the range. The eco!Booster attachment delivers a 50% higher cleaning performance compared to the Kärcher standard flat jet, thus saving water, energy and time. This makes cleaning surfaces more efficient and protects resources. The eco!Booster impresses with its wide and uniform high-pressure jet. The increased effectiveness is enabled by the emerging high-pressure water stream that is guided by an air curtain.

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Proven quality with new flexibility

As usual, Kärcher also focuses on long-lasting components in the new devices such as water-cooled motors and the Plug'n'Clean system, which facilitates the use of detergents. With the introduction of the PremiumFlex hose in the standard scope of supply, the high quality standard is further extended, without compromising the tried-and-tested functions.

Added value with extended warranty and sustainability

Customers who opt for one of the new models can benefit from an extended warranty of five years with online registration of the device after purchase. The long warranty period highlights the durability of the devices. The pressure washers also have a repair-friendly design.

Kärcher also attaches huge importance to sustainability in the materials it uses. The new Kärcher Power and Smart Control Flex devices are made from 20% recycled plastic*, with consistent quality and cleaning performance. The detergent bottles included in the scope of supply of this range are also made from 100% recycled plastic**. Recycled materials are also used in selected components of the pressure washer spray lances***. Since last year FSC®-certified paper (FSC® C198871) derived from sustainable forestry, which on average comprises 80% waste paper, has been used for the product boxes from Kärcher factories.

* only the device, all plastic parts without accessories

** bottle without lid and label

*** spray lances (without nozzle and connection piece, etc.) from production in Germany. Availability is subject to market supply fluctuations.

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Kärcher is currently the top-selling pressure washer brand

Kärcher received a GUINNESS WORLD RECORDSTM title as the current top-selling brand for pressure washers, thus confirming its global market leadership. The success is based on a long tradition of innovation and quality. Back in 1950 Alfred Kärcher invented Europe's first hot water pressure washer, the first mobile pressure washer for private users followed in 1984. Today "kärchern" is synonymous with high-pressure cleaning and is also listed in the German dictionary Duden.

Kärcher turns 90

Kärcher celebrates its 90th anniversary in 2025. Founded in 1935 by Alfred Kärcher as a tinkerer's workshop for heating technology in Stuttgart, the family business developed into a world-renowned brand for cleaning technology. Early on, the products were characterised by technical innovation – a characteristic that continues to shape the company's DNA to this day.

The company entered the cleaning market in 1950 with the first European hot water high-pressure cleaner KW 350. After Alfred Kärcher's death in 1959, his wife Irene took over the management and drove internationalisation forward. In 1974, she strategically focused the company on high-pressure cleaning and established the Kärcher yellow we know today. Under her leadership, Kärcher developed into the world market leader. Another milestone followed in 1984: the HD 555, the world's first portable high-pressure cleaner for private households.

In addition to innovation and a broad portfolio with over 3,000 cleaning and care products, sustainability plays a central role. Kärcher is committed to reducing emissions, conserving resources, avoiding waste and recycling management with numerous measures and has received several awards for this.

PRESS RELEASE



Kärcher upgrades its pressure washer portfolio with new models of the Power Control and Smart Control ranges in the classes K 4, K 5 and K 7.



In the future, all new models of the Power Control and Smart Control ranges will be equipped with a PremiumFlex high-pressure hose.

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New Premium Smart Control models of the K 5 and K 7 deliver up to 50% higher cleaning performance with an additional eco!Booster set.

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